



The Voice for Real Estate™ in Ozaukee County

In This Edition

- National Open House Day
- NAR REALTOR® Benefits
- WRA Convention
- WRA Endorsement Statement
- FICO Scores and Loan Approvals
- President's Corner

Event Calendar

- June 9th: Testing
This meeting will be held at the Restored Courthouse in Port Washington
- July/August: Summer Outing, more details to follow
- September 8th: Board of Director Installation/Awards Banquet

Summer Event Will Put Spotlight on Home Ownership

The 2011 REALTOR® Nationwide Open House will be held on the weekend of, June 4-5, 2011. This event, which began on a local level a few years ago, is a weekend when REALTORS® across the country—and across the globe—are invited to hold open houses in their area. It is designed to drive buyers' attention and interest to homes for sale and offers opportunities to educate the public about the benefits of home ownership

The Ozaukee REALTORS® Association is encourage ORA members to have as many homes open on Sunday, June 5th as possible. We are helping to facilitate traffic by compiling a list of all opens in Ozaukee County. To make sure your home makes the list, ask your Broker to send your offices open house list to the office no later than Noon on Thursday, June 2nd. The opens will be listed by City and time and posted on the ORA website.

We ask that you print off copies of the open house tour and have them available at the home(s) you will be holding open that day.

Tour Sheets should be available by 12 noon on Friday and will be e-mailed to all members.

Help us make this event a huge success!



Officers

President: Wally Thill
Treasurer: Sharon Irwin

President Elect: Adam Poehlman
Secretary: Tricia Motte

Immediate Past President: Dave Didier
MLS Director: Howard Loeb

Directors

Jane Meyer
Alice Bush

Doug Bichler
Tom Sykora

Tom Pehowski
Troy Bretl

Dawn Sinclair
Mike Didier

Association Executive: Jared Jamrozy 262/375-4730 or ozra@att.net
Office Hours: Monday-Thursday 8:30-2:00 Friday 8:30-12:00

***For Every Meeting You Attend You Can Enter To Win A Free Local Membership To ORA for 2011! ***



Donna Ohm

Direct: 262.247.2831
Cell: 262.305.5221
Fax: 262.247.2876
dohm@commercestatebank.com

Now Serving You in 2 Locations

- W61 N297 Washington Ave.
Cedarburg, WI 53012
- 1700 S. Silverbrook Drive
West Bend, WI 53095

Visit us at
www.commercestatebank.com

Mention this ad for \$200 off
closing costs for your customer



Commerce STATE BANK

Earning Relationships

NAR REALTOR® Benefits

Are you getting the most out of your NAR membership? Did you know that NAR provides its members with many tools to help you build grow and maintain your business? And best of all, it can all be managed without having to leave your home.

The National Association of REALTORS® as forged partnerships with many companies to bring you discounts on Marketing, Travel, Technology and more. Some of its partners even offer you items for FREE!

Visit www.realtor.org/realtor_benefits for a complete list of available products and services.

Do you like providing your customers and clients the latest in industry specific articles to help them understand the changing market place? Save time and frustration by searching from approximately 1700 publications through the NAR online library. Access all the information you could ever need by visiting www.realtor.org/library and selecting Proquest.

Want to be the master of the Social Networking Universe, but don't know how to start? Do you want to be the master of converting FSBO's but don't know where to begin?

The National Association of REALTORS® can help you there too. Find all the information you need to become the authority on a vast variety of topics by searching the Field Guides on www.realtor.org/library.

Are you one of those people who read every book you can get your hands on? Does the cost of purchasing industry related books to read them one-time frustrate you? Don't ever purchase another Real Estate book again! Once again, the NAR library has come through for its members. Whether you prefer to download the book of your choice for a limited time, or desire a physical copy to read, the library can help. To view the available titles, once again visit www.realtor.org/library.

NAR offers many other tools and resources for its members. Visit REALTOR.org today to discover even more!



American Advantage

INSURANCE GROUP
Nelson Agency, Inc.

ATTENTION:

Not all insurance agencies are created equal!

Most agencies only offer the rates and services of 1 or 2 companies. We represent more than 40 companies!

Referral Reward Program:

We don't just ask for referrals,
WE PAY FOR THEM!

Matt Nelson

262.284.4211

mattn@ameradv.com

www.americanadvantage.com



Wisconsin REALTORS® Association Statement Regarding Walker Endorsement

March 11, 2011

Opening & General Sessions

Opening Session - The Five Best Decisions the Beatles Ever Made

Business the Beatles' way? Why not? We've learned the success secrets of everybody from Bart Simpson to Attila the Hun. So why not take a few tips from four of the most successful people in modern history? Beatle expert Bill Stainton says their success wasn't just a fortunate mix of genius and luck—it was a function of conscious decisions. This presentation focuses on five of those decisions—The 5 Best Decisions the Beatles Ever Made, covering areas from leadership to teamwork to managing change. So get ready to laugh, play and get ready to learn. Here come the Beatles!

Bill Stainton

General Session - Take the Stairs: Success Means Doing Things You Don't Want to Do

Success is different for each of us but the path to get there has the same obstacles: fatigue, rejection, failure, distraction, burnout, complacency, and countless others. And yet there is one common characteristic and one universal trait virtually every successful person must have before they add anything else; the discipline to do the things they don't want to do. Self-discipline strategist and motivational speaker Rory Vaden shares key insights and erases common misconceptions about how to build lasting self-discipline.

Rory Vaden

Participate in the \$500 drawing at the general session

ORA will once again be offering 1 (one) free registration to a member who has not attended a WRA Convention before. To enter the drawing and to receive full qualifications, attend the upcoming June 9th Membership Meeting and enter to win.

Prize is for Convention Registration only, cost of hotel room and food not included.

The WRA endorsement of Scott Walker for Governor in September 2010, similar to our endorsement of any candidate or support for any legislation throughout our 100 year history, was based on real estate-related issues only. This standard, approved by our Board of Directors, has been applied on a bipartisan basis, which also resulted in our support of 12 of the 14 Senate Democrats*. We have no position on collective bargaining.

Because we have, and will continue, to confine our endorsements to real estate matters only, and the fact that the 2010 gubernatorial election is over, revisiting our endorsement of Scott Walker at this time is not appropriate or germane.

We understand some members oppose the Governor and his budget proposals while others support them. We respect the rights of each member to make that personal decision. What unites all REALTORS® is a desire that the current controversy end soon so we can continue assisting our customers and clients realize the American Dream of homeownership in Wisconsin.

(*No position on the other two.)

M&I offers you more types of mortgages and the expertise to make sense of them all.

We'll offer you exceptional customer service — from helping you select the right loan and the best rate, to finalizing all the paperwork — we'll be here for you.

- Competitive rates, easy application and quick turnaround
- Free pre-approvals
- First-time home buying programs



Lisa Crivello
Saukville
859 E. Green Bay Ave.
262-268-8310
NMLS ID: 553312
mibank.com



Products and services are subject to bank/credit approval.
©2011 Marshall & Ilsley Corporation

Convention Fees

WRA Members	Through 8/1	Through 8/22	After 8/22	At the Door
1-Day Pass (Tues/Wed/Thurs)	\$84	\$94	\$104	\$124
Full Convention Pass	\$114	\$124	\$134	\$154
<i>Two-Fer: 2nd WRA Member</i>	<i>\$54</i>	<i>\$64</i>	<i>\$74</i>	<i>\$94</i>
Unlicensed Spouse / Significant other	\$35	\$35	\$35	\$55

*Two-Fer Details: Register one WRA member for one full convention pass at regular price and register a second WRA member at a special introductory price. Your second guest must be a member of the WRA who has NEVER attended the Fall Convention or has NOT attended in the past five years. Limit one discounted registration per order. After you have registered, you will receive a promotion code. Give this promotion code to a WRA member and tell that member to visit the website to register and take advantage of the discounted pricing.

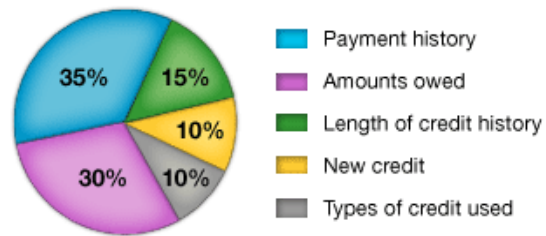
FICO Scores and Loan Approvals

As we all know, credit scores now play a huge role in obtaining your mortgage, including the rate you can obtain. I don't recall us discussing credit in our corner lately so here is some information that I hope is helpful to share with your clients regarding credit score questions.

Credit scores are based on information collected by credit bureaus and information reported each month by your creditors about the balances you owe and the timing of your payments. The pie chart below lists some of things considered in scoring. An abundance of credit inquiries can sometimes affect your credit scores since it may indicate that your use of credit is increasing. But don't overreact! The data used to calculate your credit score doesn't include any mortgage or auto loan credit inquiries that are made within the 30 days prior to the score being calculated. In addition, all mortgage inquiries made in any 14-day period are always considered one inquiry.

FICO Scores are calculated from a lot of different credit data in your credit report. This data can be grouped into five categories as outlined below. The percentages in the chart reflect how important each of the categories is in determining your FICO score.

These percentages are based on the importance of the five categories for the general population. For particular groups - for example, people who have not been using credit long - the importance of these categories may be somewhat different.



Payment History


- Account payment information on specific types of accounts (credit cards, retail accounts, installment loans, finance company accounts, mortgage, etc.)
- Presence of adverse public records (bankruptcy, judgments, suits, liens, wage attachments, etc.), collection items, and/or delinquency (past due items)
- Amount past due on delinquent accounts or collection items, length past due
- Time since (recency of) past due items (delinquency), adverse public records (if any), or collection items
- Number of past due items on file
- Number of accounts paid as agreed

Amounts Owed

- Amount owing on accounts
- Amount owing on specific types of accounts
- Lack of a specific type of balance, in some cases
- Number of accounts with balances
- Proportion of credit lines used (proportion of balances to total credit limits on certain types of revolving accounts)
- Proportion of installment loan amounts still owing (proportion of balance to original loan amount on certain types of installment loans)

-Continued on page 5

Now Available!



Nearly 20 acres of prime land just north of Hwy 60
www.Arrowhead-Grafton.biz

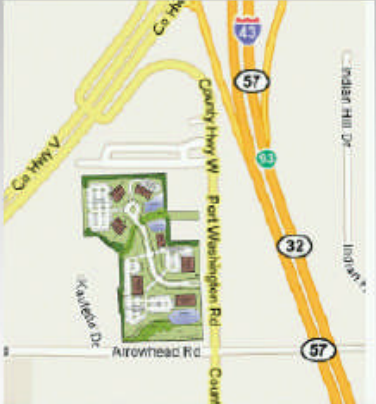
Price
 • \$1,500,000 (Less than \$77,000 per acre)


Permitted Uses

- Office (professional, technical, civic)
- Medical (doctors, dentists, pharmacy)
- Physical therapy, personal training
- Assisted living, day care, counseling
- Retail
- Financial (bank, credit union)

Location

- 19.53 acres
- Zoned pwb-1 (Port Washington business)
- Water and sewer available
- Easy access to Grafton, Cedarburg and Port Washington





262.241.8740 www.mikkelsonbuilders.com

FICO Scores

Continued from page 4

Length of Credit History

- Time since accounts opened
- Time since accounts opened, by specific type of account
- Time since account activity

New Credit

- Number of recently opened accounts, and proportion of accounts that are recently opened, by type of account
- Number of recent credit inquiries
- Time since recent account opening(s), by type of account
- Time since credit inquiry(s)
- Re-establishment of positive credit history following past payment problems

Types of Credit Used

- Number of (presence, prevalence, and recent information on) various types of accounts (credit cards, retail accounts, installment loans, mortgage, consumer finance accounts, etc.)

Please note that:

- **A FICO score takes into consideration all these categories of information, not just one or two.** No one piece of information or factor alone will determine your score.
- **Your FICO score only looks at information in your credit report.** However, lenders look at many things when making a credit decision including your income, amount of payment shock, how long you have worked at your present job and the kind of credit you are requesting.
- **Your score considers both positive and negative information in your credit report.** Late payments will lower your score, but establishing or re-establishing a good track record of making payments on time will raise your FICO credit score.

Remember we you can also obtain your free report once a year from www.annualcreditreport.com.

Linda Chesak, Residential Loan Officer
Associated Bank, N.A.
262-284-5715
linda.chesak@associatedbank.com

The Presidents Corner

The temperatures have started matching the season. We have been very fortunate to escape the severe weather that has hit our state and country. Tornadoes come with very little warning, which we need to be aware of.

Your Association WRA and NAR officials are very hard at work representing us in an attempting to put our industry on the right track. WRA President Bill Malkasian and WRA Chairman John Horning spend considerable time in Washington D.C. With your help, through your calls to action responses, we will see some fruits of their efforts.

Congratulations are in order to Duey Stroebel, our newly elected 60th District Assembly Representative. He is one of the three newly elected legislators in a recent special election. Duey is very well versed on real estate issues and will represent REALTORS® well. He is humble and thanks you for your support. We are honored to have a REALTOR® in Madison representing us.

Approximately 200 bills are introduced each session that affect Real Estate related issues. This is one of the reasons we support RPAC and are active politically.

Our next membership meeting will be held Thursday, June 9th at 9:00 a.m. in the Old Court house building, located at 121 W. Main Street in Port Washington. The building is one block North of Grand Avenue. We will be meeting on the second floor in the County Board room. This room was formerly the Circuit Court room which has been renovated to historical condition and now serves as the Country Board room. Rest assured we will have an informative and interesting meeting. Looking forward to seeing there and meeting with you.

Wally Thill GRI
President
Ozaukee REALTORS® Association



Official Bulletin of the Ozaukee REALTORS®(R) Association
W62 N244 Washington Avenue
Cedarburg, WI 53012

